WHAT IS CLAIMED IS:

1. A gene having DNA which is selected from a) or b):

a) DNA having a nucleotide sequence from the 190th position to the 807th position of a nucleotide sequence represented in SEQ.ID NO. 1 of Sequence Listing; or

- b) DNA which hybridizes to DNA of a) under stringent conditions, and encodes a transcription factor capable of altering characters of a plant.
- 2. A gene encoding a transcription factor which is selected from i) or ii/):
- i) a transcription factor having an amino acid sequence from the 1st position to the 206th position of an amino acid sequence represented in SEQ.ID NO. 2; or
- ii) a transcription factor having an amino acid sequence in which one or more amino acids of i) are subjected to deletion, substitution, or addition, and being capable of altering characters of a plant.
- 3. A gene according to claim 1, wherein the characters of a plant include one selected from the group consisting of a height of a plant and a length of an internode.

4. A method for producing a transgenic plant, comprising the steps of:

introducing a plant cell with the gene of claim 1; and

regenerating a plant body from the plant cell having the introduced gene.

5. A method according to claim 4, wherein the plant

belongs to dicotyledon.

- 6. A method according to claim 5, wherein the plant belongs to Solanaceae.
- 7. A method according to claim 6, wherein the plant belongs to Petunia.
- 7 X. A method according to claim X, wherein the gene is incorporated into a plant expression vector.
- 8 %. A transgenic plant produced by the method of claim #.

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